

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Carl Cohen

DATE: April 8, 1994

FROM: Marian Halpern

SUBJECT: PHIL'S: QUANTITATIVE RESEARCH PROPOSALS

The following outlines the research proposals for Phil's quantitative studies.

PHIL'S NAME/PACK TEST

METHODOLOGY: Qualifying individuals will be identified through mall intercept. All respondents will see only one name but will see the name on different pack designs. Therefore the number of cells incorporated in this study depends on the number of names selected to be tested. The pack designs in each cell will be the same. Time permitting, the name and preferred pack design from each original cell will then be exposed to respondents in another cell.

For example, three names and three pack designs are selected to be tested. There will therefore be a total of four cells. Respondents in Cell 1 will be shown the first name on three pack designs. Respondents in Cell 2 will be shown the second name on the same three pack designs. Respondents in Cell 3 will be shown the third name on the same three pack designs. If time allows, respondents in a fourth cell will be exposed to the name and preferred pack design from each of the three original cells.

SAMPLE: Respondents must be male and smoke non-menthol, king size cigarettes. The sample will consist of a total of 450 respondents (100 Random Discount smokers, 50 Basic smokers, 150 Marlboro smokers and 150 Camel smokers). Breakouts by age can be found in Attachment 1.

PHIL'S AD/PACK TEST

METHODOLOGY: Qualifying individuals will be identified through mall intercept. Each respondent will be exposed to Phil's advertising and the Phil's pack. Respondents will then be given product to take home with them to smoke and will be recontacted a few days later to obtain feedback on product features.

SAMPLE: Respondents must smoke non-menthol, king size cigarettes. The sample will consist of a total of 700 Discount smokers (random discount and Basic smokers) and 925 premium smokers (Marlboro, OPB and Camel smokers). Breakouts by gender and age can be found in Attachment 2.

The timing for both studies will be adjusted to meet needs as discussed in yesterday's meeting.

Please call me with questions on x3204.

cc: D. Beran
K. Eisen
E. Gee
B. Mikulay

Marian

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